

HearMeOut signs global PR firm Edelman ahead of US launch

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HearMeOut (ASX: HMO) ('HearMeOut' or the 'Company'), the audio-based social media technology company, today announced that it has signed global PR firm, Edelman ahead of its official US launch.

Edelman is the largest PR and communications firm in the world and employs more than 5,500 people. It has offices in 65 cities worldwide with its headquarters in New York. Other major locations for the firm include Asia Pacific, Middle East, Africa, Canada, Europe, Latin America and the U.S. Some of its largest clients include Neiman Marcus, Johnson and Johnson, Starbucks and Heineken.

Edelman will work closely with HearMeOut in the lead up to and following the official US launch where it will market the HearMeOut App and platform to users across the country as part of its campaign to significantly expand its user base.

HearMeOut has received strong interest in the US for its social media app following its oversubscribed Initial Public Offer, which raised \$6.5 million, and listing on the Australian Securities Exchange in December 2016.

The Company recently released a new version of its App and platform, designed to increase its appeal across key demographics and the Company intends to add further improvements across the remainder of 2017.

"The United States represents the largest single opportunity for HearMeOut in terms of consumer and commercial opportunities," said Moran Chamsi, co-founder and CEO of HearMeOut.

"Our success with the automotive industry, coupled with the consumer engagement we saw during the Beta period provides a roadmap for our success here in America."

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About HearMeOut

HearMeOut (ASX: HMO) is an Israeli-based global company that provides a revolutionary audio-based social media platform that transforms the way people engage with and consume social media. The platform enables users to share and listen to 42-second audio posts through the platform's native feed or on other social networks, such as Twitter or Facebook. Through this app, people can express their authentic voice and put their unique signature on social media interactions. For more information on HearMeOut, please visit hearmeoutapp.com.